



# THE NEW YORK JETS “EAT RIGHT, MOVE MORE” PROGRAM



## 2012-2013 APPLICATION PACKET

### INTRODUCTION

The Eat Right Move More campaign is a joint effort between the New York Jets professional football team, the New Jersey Department of Agriculture, and the American Dairy Association, & Dairy Council, Inc. We are pleased to again recognize schools in New Jersey that have made significant changes to improve their school nutrition environment.

**This year there will be an emphasis on selecting the schools that are implementing school breakfast programs that are served “after the bell”.** Eating a nutritious breakfast everyday plays an important role in students’ academic achievement. Serving breakfast after the bell ensures maximum participation in the breakfast program.

In addition, from applications submitted, menus will be reviewed closely and schools that show strong support, and demonstrate efforts to improve nutrition and physical activity amongst their students, will be entitled to participate in the Jets sponsored “*Eat Right, Move More*” program. Based on a competitive application process, a total of five (5) schools, from different districts, will be selected to participate in this program for the 2012-2013 school year.

### I. APPLICANT ELIGIBILITY

Applicants must be:

- Public or private schools containing one or more of grades 4 –12, and
- Sponsors of the National School Lunch Program and/or School Breakfast Program in good standing.

### II. SELECTION OF SCHOOLS

- Five schools, from 5 different school districts, will be chosen based on the following:
  - Scoring the highest on the enclosed school nutrition and physical activity evaluation form
  - Using menus that reflect a wide variety of fruits and vegetables, and whole grains
  - Providing healthy a la carte choices
  - Demonstrating promotion and usage of Jersey Fresh products during Jersey Fresh Farm to School Week (last week in September) and Farm to School Month (October)
  - Demonstrating efforts to improve nutrition education and physical activity for students at the school
  - Extra points will be awarded to schools that have a breakfast program served “after the bell”.
- The five winning schools will have an on-site visit from a New York Jets football player. The Jets player will meet with the students, and talk with them about the importance of healthy eating and physical activity.
- **Note: The top scoring school will also win a \$5,000 grand prize toward an infrastructure or equipment improvement directly for or related to the school meal**

programs **and** will be entitled to have student and staff representatives attend and be recognized at a home Jets football game at the Meadowlands Stadium in East Rutherford on Sunday, December 2, 2012.

### III. PROGRAM TIMELINE

- |                                 |   |
|---------------------------------|---|
| ▪ October 19, 2012              | Application packet due date                     |
| ▪ November 16, 2012             | Five selected schools to be notified            |
| ▪ November 27, 2012 (tentative) | Grand prize school to receive Jets visit        |
| ▪ December 2, 2012              | Grand prize school recognized at Jets home game |
| ▪ Spring 2013                   | Four schools to receive Jets player visits      |

### IV. APPLICATION REVIEW AND SCORING CRITERIA

- A. A committee of representatives from the New Jersey Department of Agriculture will score the evaluations submitted by the applying schools.
- B. Applications will be judged based on the school's score on the enclosed questionnaire, on menus and a la carte offerings, on method of breakfast service, on the promotion of locally grown products, and on the school's efforts to improve the overall school nutrition environment, along with increased opportunities for physical activity.
- C. Only one school per school district may apply.
- D. Application packets **must** include all of the following (**incomplete packets will be disqualified**):
  - a. Completed and signed certification form (*Attachment A*). An authorized school authority that signs this form is also verifying the accuracy of the information provided in the application packet – **original signatures** are required.
  - b. Completed enclosed questionnaire, "School Nutrition and Physical Activity Questionnaire" (*Attachment B*).
  - c. Narrative, as described in *Attachment C*.
  - d. School's completed lunch (and breakfast menus if applicable), for the months of October 2012.
  - e. List of a la carte food and beverage items available to students at the school.
  - f. Additional information the school may want to provide, showing their accomplishments in improving school nutrition and physical activity.

**The Jets *Eat Right, Move More* program application packets must be postmarked by October 19, 2012 and sent to the address below. NO FAXED APPLICATION PACKETS WILL BE ACCEPTED.**

#### Regular mail (US Postal Service):

NJ Department of Agriculture  
Division of Food and Nutrition  
PO Box 334  
Trenton, NJ 08625-0334  
Attn: Janet Hawk

#### Hand delivered mail (such as FedEx or UPS):

NJ Department of Agriculture  
Division of Food and Nutrition  
33 West State St., 4<sup>th</sup> Floor  
Trenton, NJ 08608  
Attn: Janet Hawk

Questions should be directed to Arleen Ramos-Szatmary at 609-984-0692.

**Attachment A****The New York Jets “Eat Right, Move More” Program  
FY 2013 Application Checklist and Certification Form**

School District (LEA): \_\_\_\_\_ County \_\_\_\_\_

Child Nutrition Program Agreement # \_\_\_\_\_

School Submitting Proposal \_\_\_\_\_

School Address \_\_\_\_\_  
\_\_\_\_\_

Contact Name/Title \_\_\_\_\_

Contact Phone \_\_\_\_\_ Email \_\_\_\_\_

Name of Principal \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

School Enrollment \_\_\_\_\_ Grades of the school \_\_\_\_\_

***This checklist is provided to assist the applicant in making sure that a complete application is submitted.  
Failure to include any of the required items will result in disqualification of the application.***

**Please compile application in the following order:**

- ☐ Application Checklist & Certification (**Attachment A**)    NOTE: Proper original signatures required
- ☐ Completed School Nutrition and Physical Activity Questionnaire (**Attachment B**)
- ☐ Narrative, per instructions in **Attachment C**
- ☐ School Lunch Menus (and Breakfast Menus, if applicable) for October 2012
- ☐ List of a la carte food and/or beverage items offered at the school
- ☐ **Optional:** Other documents indicating efforts to improve student nutrition and physical activity

**Certification:** *I have reviewed this application and verify its contents to be accurate.***Superintendent, Administrator, or Authorized  
Representative:** *(Please type or print name)***Title:****Signature:****Date:**

**SCHOOL NUTRITION AND  
PHYSICAL ACTIVITY QUESTIONNAIRE  
School Year 2012-2013**

***BE SURE TO CONSULT WITH THE FOOD SERVICE DIRECTOR FOR BREAKFAST AND LUNCH QUESTIONS, AND WITH THE PHYSICAL EDUCATION TEACHERS FOR QUESTIONS RELATED TO PHYSICAL ACTIVITY/EDUCATION.***

**1. How is the School Breakfast Program served in the school?**

- ☐ Cafeteria, before classes start
- ☐ After the Bell – in classrooms
- ☐ After the Bell – grab ‘n go
- ☐ After the Bell - after 1<sup>st</sup> Period
- ☐ Other \_\_\_\_\_
- ☐ The school does not participate in the School Breakfast Program

**2. Are any hot breakfast choices available for the students**

- ☐ Yes – indicate how often \_\_\_\_\_
- ☐ No

**3. How many menu choices do you offer at breakfast?**

- ☐ One
- ☐ Two
- ☐ Three or more

**4. Does the school provide a la carte breakfast items?**

- ☐ Yes
- ☐ No

**5. If a la carte breakfast only, when can students purchase breakfast items?**

- ☐ Before classes start
- ☐ After the Bell
- ☐ Not applicable

**6. Does the school or school district have an active wellness or school health/nutrition committee?**

- ☐ Yes
- ☐ No

**7. If yes, is the committee**

- ☐ District-wide
- ☐ School-wide
- ☐ Both

- 8. If yes, how often does the committee meet?**
- ☐ Annually
  - ☐ Twice a year
  - ☐ Quarterly
  - ☐ Monthly
  - ☐ Never
- 9. Does your school have a school garden?**
- ☐ Yes
  - ☐ No
- 10. If yes, are any of the items grown served in the school meals?**
- ☐ Yes
  - ☐ No
- 11. If not, do you plan to start a garden?**
- ☐ Yes
  - ☐ No
- 12. School lunches include a variety of vegetables. Check the one that most closely applies:**
- ☐ A dark green or orange vegetable is offered every day
  - ☐ Dark green or orange vegetables are offered at least 3 times per week
  - ☐ Dark green or orange vegetables are offered one to two times per week
  - ☐ Dark green or orange vegetables are offered less than once a week
- 13. School lunches include beans or legumes. Check the one that most closely applies:**
- ☐ Beans or legumes are offered every day
  - ☐ Beans or legumes are offered at least 3 times per week
  - ☐ Beans or legumes are offered one or two times per week
  - ☐ Beans or legumes are offered less than once a week
- 14. School lunches include FRESH fruits. Check the one that most closely applies:**
- ☐ Fresh fruits are offered every day
  - ☐ Fresh fruits are offered at least 3 times per week
  - ☐ Fresh fruits are offered one to two times per week
  - ☐ Fresh fruits or vegetables are offered less than once a week
- 15. School lunch menus include whole grains. Check the one that most closely applies:**
- ☐ Whole grain items are offered every day
  - ☐ Whole grain items are offered at least three times per week
  - ☐ Whole grain items are offered one to two times per week
  - ☐ Whole grain items are offered less than once per week
- 16. Nutritional information is provided to students. Check all that apply.**
- ☐ Information is provided on the menus
  - ☐ Signage in the school cafeteria provides nutritional information.
  - ☐ Signage at the point of food service, providing information on the day's offerings
  - ☐ Information on food service department's section of the school website

**17. Information on nutrition and physical activity is provided to parents:**

- ☐ Annually
- ☐ Twice a Year
- ☐ Quarterly
- ☐ Monthly
- ☐ Never

**18. Which grades in this school provide nutrition education for the students?**

- ☐ All grades
- ☐ Some grades – list the grades \_\_\_\_\_
- ☐ None

**19. The school partners with outside organizations (other than with a Food Service Management Company (FSMC)) for resources or programming on nutrition and physical activity.**

- ☐ Annually
- ☐ Twice a year
- ☐ Quarterly
- ☐ Monthly
- ☐ Never

LIST THE ORGANIZATIONS:

**20. How much time EACH WEEK are students physically active, OTHER THAN DURING THEIR PHYSICAL EDUCATION TIME PERIODS? Select the closest time frame that applies.**

- ☐ None
- ☐ ½ hour
- ☐ 1 hour
- ☐ 1 ½ hours
- ☐ 2 hours
- ☐ > 2 hours

**21. If the school has recess, is it held before lunch?**

- ☐ Yes
- ☐ No
- ☐ Some recess is before, some after lunch
- ☐ Not applicable – school does not have recess

**22. How many days on an average week do students have physical education (exclude health education)**

- ☐ One
- ☐ Two
- ☐ Three
- ☐ Four
- ☐ Five

- 23. Estimate the number of minutes of each physical education period that the children are physically active. Check the one that most closely applies.**
- ☐ 5-10 minutes  
☐ 10-20 minutes  
☐ 20-30 minutes  
☐ 30-40 minutes  
☐ > 40 minutes
- 24. If the school has recess, is this recess time included as part of the physical education time?**
- ☐ Yes, all of it  
☐ Yes, some of it  
☐ No  
☐ Not applicable – school does not have recess
- 25. Describe any special activities or programs held at the school to engage students in additional physical activity, outside of recess or physical education, and outside of the competitive sports teams:**
- 26. Describe any special activities held at the school to promote Farm to School or Jersey Fresh products:**
- 27. Provide a paragraph describing how the breakfast program is operated; include challenges or struggles and rate of participation.**

***Attachment C***

**Provide a narrative describing specific ways you would utilize the \$5,000 grand prize toward infrastructure or equipment improvement related to the school meal programs. Explain how this will improve the foodservice operation particularly in the area of providing healthier options for the students. The narrative should be no more than one (1) typed, double-spaced page, using #12 font.**